

**PATENT**



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

## In the Application of

Atsushi KAWAI, et al.

Serial No.: 09/533,211

Group Art Unit: 2622

Filed: March 23, 2000

Examiner: LAMB, Twyler Marie

For: IMAGE FORMING SYSTEM

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**Technology Center 2600**

**RESPONSE UNDER 37 C.F.R. 1.111**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

The following remarks are submitted in response to the Official Action mailed January 29, 2003. Claims 1-13 are now active in this application.

The indication that claims 1-11 are allowable is acknowledged and appreciated.

## **REJECTION OF CLAIMS UNDER 35 U.S.C. § 103 AND § 102**

I. Claim 12 is rejected under 35 U.S.C. § 103(a) as being unpatentable over Freedman in view of Markowitz (USPN 5,513,254). The Examiner admits that Freedman does not teach a memory unit that stores multiple additional images. Markowitz is relied upon to disclose a telephone network carrying a facsimile transmission that modifies the users facsimile transmission by incorporating at least one advertisement with the user's facsimile transmission that includes a memory unit that stores multiple additional images. The Examiner maintains that